

Subject: IDA: West Coast Urban District Forum Early Bird Registration Deadline is This Week!

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Join Walnut Creek Downtown Business Association, the California Downtown Association and IDA for the 2018 **West Coast Urban District Forum** March 13-15, 2018. Master talks and breakout sessions will explore how downtowns serve as economic development resources beyond city boundaries, and the role social media plays in encouraging community engagement. Experts will share best practices on enhancing downtown quality of life and cultivating the next generation of leaders.



Register | Register before this **Thursday, February 15, 2018** to secure the early bird registration rate of \$345 and save \$100.

Program | Click here to view the updated [program](#) with newly announced breakout sessions.

2018 Master Talks Announced



No One Has a Right to Die on our Streets: Can our Mental Health System be Fixed?

Kerry Morrison is the executive director of the Hollywood Property Owners Alliance, which manages the Hollywood Entertainment and Sunset & Vine BIDs. She recently completed a two-year Stanton Fellowship which afforded her the opportunity to bring ideas to city and county leaders about a new approach toward engaging with and treating people with mental illness. She serves on L.A.'s City's Citizen Oversight Committee for the HHH homeless housing bond, and the Home for Good Business Leaders Task Force to end Homelessness.



Cities Can't do it Alone - How do We Tackle Homelessness at the Regional Level?

Tomiquia Moss leads Hamilton Families as CEO with more than 20 years of nonprofit leadership and management experience. From 2014-2017, she served directly under the mayors of both San Francisco and Oakland, most recently as Chief of Staff for Oakland Mayor Libby Schaaf. Tomiquia is locally and nationally recognized as a dynamic nonprofit leader with expertise in public policy and community planning.

2018 Breakout Sessions

- *Incubators - A Shot in the Arm for your District*
- *Demographic Inversion and Ethnic Sub-Markets*
- *The Pros and Cons of Different Approaches to Funding Downtown Improvements and Programs*
- *Internet VS IRL and the Power of FOMO*
- ... and more!

Hotel | The Walnut Creek Marriott, located at 2355 North Main Street, is offering a rate of \$179 per night for a standard room. Rooms are also available at the Renaissance ClubSport Walnut Creek Hotel, located at 2805 Jones Road, for a rate of \$189 per night for a standard room. **Deadline to book your room is Friday, February 23, 2018.** For more info, visit our [website](#).

About | With a rich cultural history and thriving downtown, Walnut Creek, known as the jewel of the East Bay, is the perfect location to draw industry experts from around the region. Walnut Creek offers a distinctive blend of urban flair, suburban grace and peaceful wilderness. An urban oasis surrounded by unspoiled hillsides, Walnut Creek is embraced for its mild Mediterranean climate, picture perfect setting, shopping, dining, and the arts. See you in Walnut Creek!

What questions will you come ready to ask? Share them on [Twitter](#) using #WCUDF18.

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The Opioid Epidemic: Is There a Solution For Your City?

With the current nationwide heroin epidemic, our first responders and emergency rooms are overwhelmed with overdoses. Our urban areas and suburbs are seeing significant increases in drug-related crimes and homelessness. Our employees are suffering in silence as loved ones struggle with addictions.

Many cities wonder what they can do to help combat the opioid and addiction epidemic affecting their communities. This presentation will provide statistics on what's working and what's not. It will open your mind to cutting-edge solutions and treatment resources. It will empower IDA members with new tools, knowledge, and verbiage surrounding heroin use, addiction and addiction treatment.

Learning Objectives:

- Identify the opioid and addiction-related issues affecting cities and communities nationwide.
- Learn about the components, strategies, and goals of the suboxone pilot project.
- Identify the potential positive affects on the overall health of your town or city.
- Learn about addiction treatment and the role of community outreach professionals.

Moderator/Speaker: Laura Kunz, Outreach Director, Futures Recovery Healthcare

Speaker: Houston Park, Captain, Palm Beach County Fire Department, Chair of the Palm Beach County Heroin Task Force

[Register](#) for this **FREE** webinar being held on Wednesday, February 28 at 3pm EDT.



Webinar Presented by



A strong downtown is critical for a successful city and region. Downtowns and center cities are where people, capital and ideas have historically coalesced due to their size, proximity and density. Downtowns, with their relatively small share of land mass, provide significant economic and community impacts, with multiple benefits for both the city and region. They serve as the epicenters of commerce, capital investment, tax base, diversity, public discourse, knowledge and innovation, along with providing social benefits through access to community spaces and public institutions. Downtowns and center cities play a crucial role as the centralized hubs for a city and region in terms of a sense of place, employment, civic engagement, arts and culture, historic importance, local identity, and financial impact

Download the full IDA pilot study, *The Value of U.S. Downtowns and Center Cities*, for free from the IDA [webstore](#) to continue reading...



Interested in being involved in the 2018 study? Contact Ms. Cole E. Judge, Director of Research at cole@downtown.org to learn more.

Stantec's Urban Places is a Project Advisor for *The Value of U.S. Downtowns and Center Cities*.



LET THE WORLD KNOW ABOUT YOUR WORK!

The place management industry is growing as urban areas around the world are experiencing a remarkable

renaissance. You are on the front lines of solving challenges related to placemaking, economic development, urban planning, and branding. Share your best practices with the world, and be recognized for your exceptional work, by entering the **IDA Downtown Achievement Awards**. Click [here](#) to see the award categories.

The Downtown Achievement Awards present three chances to win: the Pinnacle Award, the Award of Excellence, and the Certificate of Merit. Submissions are judged on the following criteria: Innovation, Replication, Representation, Sustainability, Execution and Outcome. Full juror criteria is available on [downtown.org](#).

Early submissions receive a \$50 discount!

Early Deadline: February 28, 2018

Members: \$225; Nonmembers: \$325

Final Deadline: March 30, 2018

Members: \$275; Nonmembers: \$375



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NEED A MEMBERSHIP BENEFITS REFRESHER?

Are you interested in learning more about the helpful tools and resources at your fingertips? Join IDA staff and fellow peers on **Thursday, February 22 at 3 pm EST** as we detail how we are empowering urban place managers to shape and activate their city centers. This free webinar is perfect for new members, not-yet members, or groups that want a refresher on all their benefits.

[REGISTER NOW!](#)

STAY CONNECTED WITH IDA



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